MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

BRM2034 – RESEARCH METHODOLOGY

(All sections / Groups)

6 OCTOBER 2023
9.00 A.M. – 11.00 A.M.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages with 4 questions only (including cover page).
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of marks for each question is given.
3. Please prepare all your answers in the answer booklet.

Question 1

Demonstrate the following steps involved in the Hypothetico-Deductive Method in detail with relevant research examples.
Steps:

- Define the problem statement
- Develop hypotheses
- Determine measures
- Data collection
- Data analysis

[TOTAL 25 MARKS]

Question 2

The world now is witnessing a rise in solid waste generation, where solid waste is burned or sent to landfills. However, both methods are not a great solution due to the increasing amount of waste produced, leading to pollution and the contamination of land and water bodies. Surprisingly in 2016, cities worldwide had generated around 2.01 billion tons of solid waste, amounting to 740 grams of waste per person each day (Noordin, 2020). Furthermore, it is estimated that by 2050, the annual waste produced will increase by 70% to 3.4 billion tons because of rapid population growth and urbanization. In 2019, it was reported that Malaysia had generated 38 000 tons of waste daily, and only 24% was recycled or separated, and 76% of the waste produced were sent to landfills (Noordin, 2020). Furthermore, while most Malaysians are aware of the negative consequences of single-use plastics, Malaysians believed that the government was solely responsible for avoiding environmental hazards (Yusof, Mazni & Kadir, 2019). A study conducted by Ipsos Malaysia found that 56% of respondents were worried about the plastic usage and sustainability issue and wanted to see efforts carried out to overcome it. Nevertheless, only 44% of Malaysians were aware of the "Roadmap toward Zero Single-Use Plastic" initiative organized by the Ministry of Energy, Science, Technology, and Climate Change (MESTECC) in Malaysian (Yusof et al., 2019).

For decades, issues on waste management have been the financial and administrative responsibility of the government. However, the system seems incompetent and unable to cope with the rising plastic and packaging generation (Lee, 2021). Wan Ishak (2020) stated that the waste segregation initiative undertaken by the government has yet to yield any results, and the implementation should be streamlined to meet the target. Furthermore, Mokhtar (2016) stated that the awareness about recycling among Malaysians is limited. Additional efforts must be carried out by both the government and private sectors to increase knowledge on recycling. Several studies have investigated recycling intentions that focused on big cities or densely populated cities such as Hong Kong (Aboelmaged, 2020; Chan & Bishop, 2013; Wan et al., 2013, 2017, 2021; Zhang et al., 2019).

This study explores the interaction impacts of recycling attitude, subjective norms, behavior control, moral norm, awareness, and perceived policy effectiveness toward recycling intention

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of respondents in a semi-dense area in Johor, Malaysia. This study aims to elucidate the recycling intentions of Malaysians living in semidense areas, which can benefit policymakers in policy formulation.

Source: adapted from Majid, M., Ramli, M. F., Badyalina, B., Ya'acob, F. F., & Ghazali, A. F. (2021). To Recycle or Not to Recycle: Factors Affecting Recycling Intention among Residents in Semi-Dense Areas in Johor, Malaysia. International Journal of Academic Research in Business and Social Sciences, 11(8), 499–519.

You are required to:

a) State the problems or issues of this research. (5 marks)
b) Draw a conceptual framework that reflects all the relationships. (8 marks)
c) Construct **FOUR (4)** directional hypotheses. (8 marks)
d) Present **TWO (2)** practical implications. (4 marks)

[TOTAL 25 MARKS]

Question 3

Company ABC is a boys' shoe brand catering to boys, specifically between the ages of 10 to 15. They want to start selling shoes for girls of the same age group as well and therefore want to gather information on the kind of shoes girls want to wear. They would like to conduct a research to learn about different shoes girls wear nowadays.

Apply your research design knowledge with the following questions.

a) What would be the nature of the study - Exploratory, descriptive, correlational, or causal study? Justify. (4 marks)
b) What would be the extent of researcher interference? Justify. (4 marks)
c) Would it be a field study, lab experiment or field experiment? Justify. (4 marks)
d) Would it be a longitudinal or cross-sectional study? Justify. (4 marks)
e) Show **TWO (2)** types of analysis that can be used to analyze the results. (4 marks)
f) Provide another research example that is similar with the nature of this study. (5 marks)

[TOTAL 25 MARKS]

Question 4

a) Operationalize "recycling intention" with **TWO (2)** relevant questions, using interval scaling for the answers. (10 marks)
b) Why researcher needs to use sample instead of population to do data collection? (5 marks)
c) Illustrate one research example of disproportionate stratified random sampling method. (10 marks)

[TOTAL 25 MARKS]

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